



Hugo Tavares

Creative Director | Brand Builder | Design Leader

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Professional Summary

Creative Director with 20+ years of experience leading design, brand, and marketing initiatives across healthcare, finance, tech, and lifestyle. Known for turning ideas into high-performing creative that connects strategy, storytelling, and conversion. I lead by example, thrive under pressure, and inspire teams with clarity, focus, and a collaborative spirit.

Core Skills

Brand Development • Creative Direction • Visual Identity Systems • UI/UX Design • Motion Design • Team Leadership • Cross-Functional Collaboration • Product Strategy • Messaging & Copywriting • Design Ops • Adobe CC (Photoshop, Illustrator, InDesign, After Effects, Premiere) • Figma • Asana • Strategic Thinking

Professional Experience

Creative Director

Levo Health – Tampa, FL

Jan 2024 – Present

- Serve as the creative lead for multiple healthcare and wellness brands, overseeing both high-level brand strategy and hands-on design execution across print, digital, and video.
- Define and enforce brand visual standards—logos, typography, layouts, and color systems—ensuring consistency across touchpoints.
- Manage and mentor a multidisciplinary creative team, including designers, copywriters, videographers, 3D artists and more, providing structured feedback, coaching, and direction on visual communications.
- Collaborate closely with marketing, product, and clinical teams to align creative output with business goals and user needs.

- Design and produce a variety of materials including brochures, flyers, landing pages, presentation decks, and branded environments for trade shows and clinics.
- Oversee vendor relationships, print production, and quality control to ensure timely, cost-effective delivery of marketing assets.
- Lead Asana-based project management efforts to streamline creative workflow, approvals, and team bandwidth across simultaneous campaigns for 40+ clients.

Design Manager

Boatsetter – Tampa, FL (Remote)

Nov 2022 – Jan 2024

- Spearheaded a full refresh of Boatsetter's brand across digital touchpoints, positioning the company as a leader in peer-to-peer boat rentals.
- Led cross-functional initiatives to elevate marketing creative, from high-converting landing pages to thumb-stopping social content.
- Developed integrated campaigns for seasonal launches and growth milestones, aligning with business goals and audience insights.
- Championed a collaborative, metrics-driven design culture using Figma, Adobe Creative Suite, and performance data to drive creative decisions.
- Directed and mentored designers, video editors, and external partners to ensure quality and consistency across all visual outputs.

Marketing & Communications Designer

TraceAir – Tampa, FL (Remote)

Apr 2022 – Nov 2022

- Created assets across digital and print to elevate company visibility.
- Produced ebooks, UI mockups, social content, and sales materials.
- Strengthened visual consistency and across product and marketing.

Senior Graphic Designer

Ideal Agent – Tampa, FL

Jun 2021 – May 2022

- Led, designed and edited design and video for TV commercials, digital campaigns, platform interfaces, and print collateral.
- Contributed to high-impact marketing through UX-informed design.

Senior Art Director

Eleven Financial Research – São Paulo, Brazil

Mar 2017 – Aug 2019

- Evolved the brand's visual identity across campaigns and platforms.
- Directed creative for YouTube channel growth, boosting engagement and authority.
- Used competitive analysis, A/B testing, and design thinking to enhance performance.

Education & Certifications

UI Design Bootcamp – Memorisely – Tampa, FL – Jan 2024

Animation with After Effects – Impacta School – Brazil – Jun 2018

Advanced Photoshop – Opa! Escola de Design – Brazil – May 2011

BA in Graphic Design – Universidade Estácio de Sá – Brazil – Apr 2011

LinkedIn Recommendations

Michael Farb

CEO @ Boatsetter

Hugo is a great creative talent and personality to have on a team. At Boatsetter, he was known for bringing optimism to work every day and approaching every new creative challenge with curiosity and enthusiasm. He's also a dynamic designer who can support projects from video to email to product.

Kim Knudsen

Brand & Communications @ Seakeeper

Hugo is the real deal when it comes to design and creative production. Seriously, his passion and thoughtfulness shine through in everything he does. Hugo's all about pushing boundaries and making visual designs that'll make your jaw drop. And let's talk about his video skills – off the charts! During content shoots, he consistently makes impactful recommendations that take our projects from "meh" to "wow" in no time. If you're looking for someone who'll bring serious flair, enthusiasm, and a generally great vibe to your team, Hugo's your guy.

Luke Campbell

Director of Business Operations, Boatsetter

As a collaborator, Hugo is easy, enjoyable, and efficient to work with. In my role, I would brief creative needs and provide subject matter expertise, and Hugo always provided clarifying vision or helpful suggestions and incorporated feedback in a thoughtful, constructive way. Hugo's optimism and open-mindedness in the creative process are as valuable as his design prowess.

Alicia (Koscielny) Barreto

Director, CRM & Retention @ Bogg Bag

Hugo is an absolute "renaissance man" when it comes to all things visual design from videos, cross-channel assets for our site and apps, emails, OOH, down to digital ad assets and everything in between. He takes pleasure in keeping his toolkit of skills sharp like experimenting with new AI tools to help enhance the creative process and bring efficiencies to our organization. He is the type of creative that teams dream of working with and takes great pride in the quality of work he delivers, always pushing for new and innovative ways to present the brand. He possesses deep expertise, is always willing to collaborate, generous with his time, and has a proactive spirit always coming to the table with purposeful questions to fully inform his deliverables.

Alvaro Morin

Senior Director, Product Design @ Boatsetter

Hugo is one of the most creative people I've worked with. Highly talented, he always pushes boundaries and thinks outside the box. Whether he is working on video, digital ads, email design, he has demonstrated the ability to collaborate with peers and successfully execute and deliver assets in a timely manner.

Kimberly Lopez

Product Designer @ Chewy

I had the pleasure of working closely with Hugo, and I can confidently attest to his exceptional talents as a senior visual designer. Hugo consistently delivers top-notch work, demonstrating an unparalleled level of professionalism and expertise in every project he undertakes. His ability to juggle multiple tasks seamlessly while maintaining effective collaboration with stakeholders sets him apart. Hugo's proficiency spans various areas including professional branding, videography, campaign design, graphic design, and OOH, among others. Beyond his impressive skill set, Hugo's positive attitude and affable demeanor make him a true pleasure to work alongside. His dedication to excellence and unwavering positivity undoubtedly contribute to the success of any team fortunate enough to have him on board.